RING OUT-RED BELLS!

Christmas Handkerchiefs

Handkerchiefs make an appropriate present. The showing how ready for your inspection is the largest holiday stock we have ever offered the trade.

Ladles' Embroidered Initial Handkerchiefs, 6 in box, special, box, 85c.

Special 6-inch Handkerchief Centers regular 25c for 15c.

Hankerchief Centers, 7 inches, embroidered and drawn work, 23c each, plain linen Handkerchiefs, 3 in a fancy box, for 25c.

Ladles' plain linen Handkerchiefs, regular 20c, for 10c.

Children's initial Handkerchiefs, 3 in a fancy box, for 25c.

Ladles' plain linen Handkerchiefs, regular 20c, for 10c.

Children's initial Handkerchiefs, 3 in a box, 35c.

Ladies' fancy box Handkerchiefs, 3 in Another lot of Ladies' fancy box Handkerchiefs, 95c.

LADIES' APPAREL-Top coats, rain coats, evening wraps, suits and skirts.

CHRISTMAS TOILET ARTICLES-Brush and comb sets, fancy box per-fumes, toilet cases, infants' sets, sachet

SILK AND DRESS GOODS-Dress pat-

terns in both silk and wool materials. Embroidered waist patterns; fancy sliks

PRESENTS IN LINEN GOODS-Japa-

traveling cases.

for hand bags.

medalty.

fountain pens, hand mirrors, and

a box, 35c.
Ladies' hand embroidered initial
Handkerchiefs, 3 in box, for \$1.00,
Ladies' embroidered initial Handkerchiefs, 3 in box, 65c.

Suggestions for Christmas Presents

FURS—Furs for infants from \$1.25 to \$4.95; children's sets \$3.50 up.
Ladies' Fars—Everything shown in gearfs, ties and neck pieces of all kinds.
LADIES' FANCY NECKWEAR—Collars ranging in price from 25 cents to \$5.00. Opera scarfs from \$5.50 to \$10.00.
LADIES' APPAREL—Top coats, rain

CHILDREN'S CHRISTMAS WEAR—Suits and dresses, girls' coats, sweaters and caps for boys and girls.

LADIES' VEILS—Fancy finished veils from 75 cents to \$10.00.

CHRISTMAS STATIONERY—Fancy box papers, calendars, Christmas cards and posters.

Ring out, red bells, for giving-time has come, Bringing sweet cheer at the close of the year To most mankind-bringing sadness to some.

Open your purse. With generous feeling Do your buying. The task is not trying Down at the store where red bells are pealing.

What to give her? That particular thing The heart desires is there to tempt buyers To pause, admire, then of its beauty sing.

What to give him? Some women ask our aid. It saves worry in the rush and hurry. For him we have the choicest gifts that's made.

Now join the throng and elbow down the aisles: Jostle, mingle, every nerve a-tingle, Amid displays of qualities and styles.

Many Complimentary Words

Our customers and friends in all di-Our customers and friends in all directions are complimenting us on the stand we took in not opening the store the first three evenings of this week. We did it in the interests of our employees; holding that it was too much to expect of the salesiadies, the cash boys and the men to ask them to come back to the store every night, even if it did cost us the loss of a little business. The many favorable expressions convince us that our position was well taken, to say nothing of the words of appreciation on the part of our employees. There are no Christmas prices at this store. One reason of our tremendous trade is the fact that prices are lower than experienced shoppers really ex-



Christmas Aprons

Ladies' white aprons make an appro-priate present and we have them at all prices.
Maids' aprons with bib on, at 25c, 25c, 50c, 65c up to \$2.75.

Ladies' large and small aprons, with all bib. at 25c, 35c up to \$2.25.

Christmas Shawls

Fascinators or knit shawls make a

very appropriate Christmas present. Ice wool fascinators for 95c to \$2.45.

Boys Sweaters

If you can't think of anything else and you want something fine for the

BASEMENT CHRISTMAS PRESENTS-Rugs, hassocks, leather portieres, Oriental lamps, lace curtains, pic pillow tops, shoe boxes, screens, brass and iron beds.

PRESENTS IN HOUSEHOLD HELPS-Chafing dishes, free o'clock teas, hand-painted lemonade pitchers, hand-painted sugars, Lowelsa vases, dainty china cups and sau-cers, handsome jardinieres, set of Haviland china, set of silver knives and forks, candlesticks and a thousand other

birchwood articles; fancy lined handkerchief boxes. Hand-Made Lace Pieces—Center pieces, scarfs, doilies and lunch cloths, in Brazilian point lace, Battenberg and Cluny. Hand-Embroidered Pillows-Sofa cushions embroidered in over laces; blacks with colored embroidery. Lisie Hose-Plain, lace and blacks, with colored embroid-

Robes-Nice, warm bath robes, in blanket or elderdown,

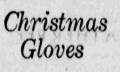
Small silk throws for the head, \$1.25 and \$1.35.

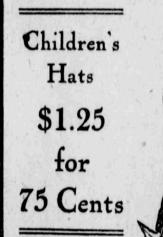
Large silk shawls with fringe, from \$2.25 to \$3.50.

Shetland wool shawls and squares and sparks in cream black and squares and sparks. scarfs, in cream, black, red and pink, at all prices, ranging from 35c to \$3.75.

boys' Christmas, buy a sweater, 65c to \$2.25. Christmas Umbrellas

An Innovation for Men Men wishing to buy presents for la-dies will be taken care of by some of our own special shoppers, who know just what to suggest and where to find it. It is an innovation that men appre-







roses, autumn leaves, fleur de lis, holly, violets, and con-ventional designs. Lithograph, velour and tapestry tops. CHRISTMAS HOSE-Silk Hose-Plain, in all shades; all-Muslin Underwear-Pretty French hand-made articles. white aprens, chafing dish aprens, nurse aprens, maids'

Dressing Sacques and Kimonas—Silks in pink and light blue, in flower designs. Bilk Shawls-In ice wool and zephyr.

KEITH-O'BRIEN CO. Suits -- Half-Prices!

I Entire Stock of Long

Chat Suits, Half-Prices-

\$27.50 for \$13.75

\$30.00 for \$15.00

\$35.00 for \$17.50 \$38.00 for \$19.00

\$40.00 for \$20.00

\$45.00 for \$22.50

\$47.50 for \$23.75

\$50.00 for \$25.00 \$60.00 for \$30.00

\$65.00 for \$32.50

Two Days Only.

CHRISTMAS CORSETS-Fancy brocades in white, pink and blue. CHRISTMAS RIBBONS-For

PRESENTS IN LINEN GOODS—Japanese hand-drawn work, all sizes for dining tables, dressers and side-boards. It is hand embroidered pieces in rounds, squares and oblongs. Table cloths, napkins, c. Banquet sizes a wear, fancy beits and hand bags. Holly ribbous in all widths for tying pack-CHRISTMAS HEADWEAR-What is nicer for a present than a handsome plume? A pretty little evening hat for the theater or reception.

beciairy.

LEATHER GOODS and Jewelry, pocketbooks, handbags, card cases, bill
books, music rolls, cigar cases, opera
bags, chatelaine bags, brilliant
brocches, hat pins, buckles, combs,
fancy belts, necklaces, ebony, stag horn
and sliver brush, comb and mirror sets, PRESENTS FOR MEN-The ladies are anxious to know what to buy men. Here are a few suggestions which the section for Men's Furnishings offer:

Smoking jackets, bath robes, gloves, golf gloves, handkerchiefs of all sorts, handbags and suit cases, night shirts, pajamas, hosiery, neckwear, jewelry, umbrellas, muffers, muffers for dress suits—and numerous other articles. silver jewel boxes, glove and handker-chief boxes, fancy stag horn ornaments, collar boxes, shaving sets, separate manicure pieces in sterling silver, fancy

Ideal Christmas Slippers for Men, Women and Children.

A splendid line, in all materials. Reduced prices . . \$1.45 & \$1.95

Christmas Presents for Him

Shaving Sets, Silk Mufflers, Gloves, Watch Fobs, Cuff Buttons

Fountain Pens, Scarf Pins, Hand Bags, Suit Cases, Toilet Bets,

Christmas Presents for Her

Hand Bags, Cross and Chain, Farcy Combs, Folict Sets, dilitary Brushes, dirrors, ks, et Goods,

Valst Patterns, Jewelry.
Fancy Pfilows,
Wood to Burn,
Pyrographic Outfits,
Burnt Wood Boxes,
Hoods for Baby, leckwear, landkerchiefs,

Silk Petticoats, Silk Vests, Dressing Sacques, Kimonas, Fans,

Lace Curtains, Shawis, Furs, Umbrelias, Slippers, Hand Embroidered Headware,

Furs--Special Christmas Reduction -- 25 Per Cent Our entire stock of Furs, including a

number of new pieces which have just arrived, is now attracting attention on account of the 25 per cent reduction. Considering the reliable character of the Furs and the nearness of Christmas, these reductions become strong induce-

Wide Range of Selections

SCARFS-Mink, Moleskin, Krimmer, Sable Fox, Isabella Fox, Russian Fox, Blue Lynx, Marten, Wolverine, Squir-rel and Chinchilla. SEAL JACKETS are also included in

the extraordinary reduction. JACKETS-Electric Seal in the plain; also trimmed with Beaver, Mink and Blended Squirrel and Persian Lamb, Electric Seal, Persian Lamb self trimmed; also trimmed with Beaver, Nutria and Blended Squirrel.

Boas, And a thousand Other things. Christmas Gift Suggestions Toilet sets, comb, brush, mirror, tooth brush, razor, \$3 to \$10. Books, 25c and 50c. Novelty shell combs, side and back, 35c to 14. Fans from 50c to \$10. Nail buffers, 25c up to \$1. Silver-plated tea sets-reductions; 6 pieces 120.50 for \$14.25. Nail files, 25c up to 65c. A beautiful assortment of novelty rib-bons for the holiday trade.

Perfume, 25c up to \$6. Fancy belts, 15c to \$10. Work boxes \$1 to sa Opera bags, \$1.25 to \$10. Novelty brooches, 25c to \$5, Christmas cards, 4c up 25c, Hand mirrors, 3c up to \$4. Burnt wood boxes, \$1 to \$5. Novelty hat pins, 10c to 35c. Sliver match safes, 75c to \$2. Fancy stick pins, 50c to \$1.50. Men's shaving sets, \$1.25 to \$7. Tollet waters, 25c up to \$1.25. Fountain pens, \$1.50 up to \$6. Collar and cuff boxes, \$1 to \$5. Belt pins and buckles, 35c to \$2. Fancy silk jewel bags, 25c, 75c, Fancy garters, 75c to \$2 a pair.

Bracelets from 50c a pair to \$4. Burnt wood nut bowls, \$1.25 to \$5. Burnt wood plaques, 35c to \$2.50. Manicure sets, complete, \$2 to \$12. Baby solid gold rings, 75c to \$1.50. Misses' leather wrist bags, 25c to 35c. Children's leather chain purses, 10c to 35c. Baby toilet sets, all kinds, 75c to \$2.50. Stag horn tollet sets from \$1.50 to \$10-one-fourth reduction. New novelties in leather bags, \$1.50 to \$15.

Totlet sets, ebony and cocobola, \$1.50 to \$12 Handkerchiefs and glove boxes, \$1 to \$5. Ladies' and children's tockets from 50c nfants' brush and comb sets, 65c to 75c. Fancy box of stationery, 45c up to \$4.50. Tollet sets, comb, brush and mirror, \$1

Lowelsa vases, ONE-THIRD LESS, \$30 for \$30; \$35 for \$16.65, etc.

Hand mirrors in ebonoid, ebony, hern and cocobola wood, 75c to \$5. Rosane vases, reductions as follows: \$5 for \$2.50; \$3 for \$1.50; \$2 for \$1; every piece half price. Military brushes, ebonoid, ebony, cocobola and Oriental pearl, \$2 to \$7 a pair. Cut glass pitchers, \$30 for \$15; bowls, \$9 now \$4.50, etc., and all other pieces at half price. New arrivals in Christmas neckwear for the ladies, brought out especially for the holiday trade. New Novelty Xmas Ribbon, in a holiday design, from 1/2 to 6 inches wide. Just the thing to tie Christmas boxes. IN THE SHOE SECTION—Men's house slippers, women's fancy slippers, women and children's felt Juliettes, children's leggins and rubber boots. LADIES' HANDKERCHIEFS.—Hand embrowlered, 50 cents to \$20.00 each; fancy box handkerchiefs, three in a box, 49 cents to \$4.00; fancy ones from 5 cents to \$12.00; children's box handkerchiefs.

LADIES GLOVES—Noveity kid gloves, fancy plaid stitchings—special for Christmas—\$2.00 a pair All shades and colors from \$1.00 to \$2.25; long mosquetaires, a yery pepular glove for short sleeves, \$2.50 to \$4.00. Ladjes' and children's golf gloves and slik mittens. LADIES UMBRELLAS—Elegant stock of holiday umbrellas with gold and silver handles, pearl and ivory handles, plain, natural wood handles, \$1.50 to \$20.00. CHRISTMAS WAISTS-New Messaline slik, chiffon, lace and taffetas, \$4.95 to

Reductions in Main North Aisle

Hat, cloth, hair and military brushes in ebonoid, with sterling silver mountings, regular 35c for 25c.

75c mirrors for 50c.

An elegant assortment of Xmas novelties at one-half regular price.

GOLD MESH BAGS-The season's latest novelty. These bags are already reduced 25 per cent, but there is still another 25 per cent off for two days, making the price one-half of the original price. Rogers Bros. jewel boxes that retail for 75c and \$1.00 can be had for 50 cents.

STERLING SILVER GOODS, such as button hooks, files, shoe horns, letter openers, tooth brushes, nail brushes, powder jars and cream jars, which retail for 25c and 35c, can be had for 15c. The regular 65c and 75c qualities for 50c.

A few toilet cases left which will be sold at 25 per cent reduction.

All Jackets, Evening Wraps, Fur-Lined Coats and Costumes -- At One-Fourth Reduction for Two Days. 1:::::::::: Up to \$2.50 Turbans 95c

Who Will Obtain the Automobile?

The whole arrangement for decision will be under the auspices of the management of The Evening Telegram and decision will be reached Saturday night at the Telegram office. Announcement of result in Sunday papers.

Up to \$4.00 ready-towears for \$1.95 Reception to the Every Brien Store
Children every Brien Store
Children Reith Received

One of the most popular toys of the season is the Flying Machine--which really flies. Reduced from 75c to 35c. Delight the little ones with this clever toy.